

E-Commerce Statistics in Korea



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e-Commerce in Korea



Definition of e-Commerce

**“The Buying and selling
of products or services
over electronic systems
called computer or
network”**

Source: Statistics Korea

History of e-commerce in Korea



- 1992** Introduction to the concept of e-Commerce
- 1996** Founded 'iINTERPARK', the first cyber shopping mall in Korea
- 1999** Established and revised e-Commerce regulation
- 2013** e-Commerce transaction(B2B, B2G) reached KRW 1,204trillion
- 2015** Online Shopping transaction(B2C) reached KRW 53,934 billion

■ Factors of e-Commerce Vitalization in Korea

- **Advanced broadband and high level of internet users**
- **Secured personal identity authentication**
- **Tightened Regulation for the Consumer Protection**
- **Strategic Significances of e-commerce to all sized businesses**
- **Well-organized postal/parcel delivery logistic services**





Collection of e-Commerce Data



II. Collection of e-Commerce Data

Classification	Description	
Title	e-Commerce survey	Online Shopping Survey
First Survey Year	2001	
Frequency	Quarterly(B2B, B2G)	Monthly(B2C)
Purpose	Obtain quarterly data on the size and infrastructure of e-commerce transactions	Provide basic data needed for the establishment of government policies and the management plans
Region	Nationwide	

Source: Statistics Korea

II. Collection of e-Commerce Data

History

E-commerce Survey
(Previously known as Corporations survey)

Online Shopping Survey
(Previously known as cyber shopping survey)

1999

Nov. Made plans for the production of E-commerce Statistics

2000 ~ 2001

Apr. 2001 Approval for the statistical production (No. 10159)
Jun. 2001 Released survey results (on a quarterly basis)
Sep. 2001 Started to cover B2G e-commerce transactions

Aug. 2000 Approval for the statistical production (No. 10156)
Mar. 2001 Released survey results (on a monthly basis)

2008

Oct. Changed the survey title to the e-commerce survey

May. The survey was approved as a sample survey.
Data were released on a quarterly basis.
Dec. The survey title was changed to the Cyber Shopping Survey

2014

Cease the e-commerce survey from the first quarter of 2014

April. The survey title was changed to the Online Shopping Survey

II. Collection of e-Commerce Data

Overview

Classification	Description	
	e-commerce Survey	Online Shopping Survey
Applied category	<ul style="list-style-type: none"> - e-Commerce transaction subject types - Korea Standard Industrial Classification(KSIC) 	
Legal basis	Article 18 of Act on Statistics(Enacted in Apr. 2001)	Article 17 of Act on Statistics(Enacted on 18. Aug.00)
Institute in charge of survey	Statistics Korea	
Subjected period	Every Quarter	Every month(1 st ~last day)
Survey starting period	Last 2 weeks of the next quarter's first month(Jan, Apr, Jul, Oct)	1 st ~ 22 nd of the next month

II. Collection of e-Commerce Data

Survey System & Collection Methodology



II. Collection of e-Commerce Data

Sector of Survey



Business to Business(B2B) : 1,423 companies*

- Complete enumeration survey
- Listed companies, KOSDAQ ** listed companies, Public companies, and other e-Commerce companies
- E-Marketplace(mediation typed online mall)
(Excluding companies type of finance and insurance business, Housework service, International/foreign)



Business to Government(B2G) : 481 institutes*

- Public Procurement Service, Defense Acquisition Program Administration, Korea Post are used



Business to Customer(B2C) : 1,002 companies***

- Sampling Survey(Online shopping malls with ability to sell products over the internet)

* as of 2013

*** Korea Securities Dealers Automated Quotation

*** as of 2015

Survey Tables



B2B

- Name, Website, type of industry
- Purchased price
- Amount of Sales etc

B2G

- Purchased price
- Contract price of electronic bidding construction etc

B2C

- Transaction amount by types
- Payment and shipping methods etc

II. Collection of e-Commerce Data

Non-collected Data Processing

Preliminary Processing

- Remaining same as previous quarter's data and revising correct data after the data is set (note 「P」)

Non-response Processing

- Remaining same as previous quarter's data
- Deleting from the list if continually non-response(over 3 months)



Output of Survey



III. Output of Survey

Output of data collection (B2B)

Type	Classification
Total Transaction of B2B	-
B2B e-Commerce Transactions by Domination Type	<ul style="list-style-type: none">① Buyer-driven type② Supplier-driven type③ Intermediary-driven type
B2B e-Commerce Transactions by industry	<ul style="list-style-type: none">① Manufacturing② Electricity gas and water supply③ Construction④ Wholesale& retail trade⑤ Transportation⑥ Information and Communications⑦ Others

Output of data collection (B2G)

Purchase of goods & services

Construction contract

III. Output of Survey

Output of data collection (Online shopping(B2C, C2C))

Type	Classification	
Total online shopping Transactions	B2C, C2C and others*	
Transaction Value by group of commodities	1.Computer and computer-related appliances 2.Home electric appliances · electronic · telecommunication equipment 3.Software 4.Books 5.Office appliances and stationery 6.Music CDs & disks · videos · musical instrument 7.Clothing 8. Footwear 9. Luggage 10. Fashion and Accessories	11.Sports and leisure appliances 12. Cosmetics 13. Goods for infants and children 14. Food and Beverages 15.Agricultural and fishery products 16.Household goods · motor vehicle part and accessories 17.Furniture 18. Pet Products 19. Travel arrangement and reservation services 20.Miscellaneous services and others

*including B2B and B2G from Online shopping

Source: Statistics Korea

IV

Dissemination of result



Dissemination of Result

- Upload survey data results on the 'Statistics Korea' Portal(<http://kostat.go.kr>), Media, KOSIS(Korean Statistical Information Service) in Korean and English

Online Shopping in the Fourth Quarter and in 2014

Online Shopping in the Fourth Quarter 2014

1. Overview

- The online shopping transaction value recorded 12,741 billion won in the fourth quarter 2014, which increased 20.1 percent from the fourth quarter 2013. The mobile shopping transaction value recorded 4,876 billion won in the fourth quarter 2014, which increased 107.0 percent from the fourth quarter 2013.
- Compared to the third quarter 2014, the online and mobile shopping transaction value rose by 11.3 percent and 24.9 percent, respectively.

< Online Shopping Transaction Value >

Classification	2013		2014		Percent change	
	4Q	Composition	3Q	4Q	From the previous quarter	From the same quarter of the previous year
○ Total	10,605	100.0	11,450	12,741	166.8	113.3
○ Mobile shopping transaction value	2,356	22.2	3,903	4,876	38.3	24.9

2. Transaction Value by Group of Commodities

- Compared to the fourth quarter 2013, the transaction value of 'Cosmetics', 'Travel arrangement and reservation services', 'Household goods, motor vehicle parts and accessories' and 'Home electric appliances, electronic and telecommunication equipment' grew by 42.0 percent, 34.2 percent, 30.1 percent and 23.7 percent, respectively. In the meantime, the transaction value of 'Flowers', 'Music CDs & disks, videos and musical instrument' and 'Agricultural and fishery products' fell by 41.3 percent, 2.4 percent and 2.2 percent, respectively.
- Compared to the third quarter 2014, the transaction value of 'Clothes, fashions and related goods', 'Goods for infants and children', 'Software' and 'Office appliances and stationery' rose by 42.1 percent, 29.3 percent, 22.9 percent and 20.7 percent, respectively. Whereas, the transaction value of 'Flowers', 'Travel arrangement and reservation services' and 'Agriculture and fishery products' declined by 15.6 percent, 7.2 percent and 2.3 percent, respectively.

통계청 보도자료

2015. 01. 29.(목) 12:00부터 사용하시기 바랍니다.

배포일시 2015. 01. 29.(목) 09:30

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2014년 4/4분기 및 연간 온라인쇼핑동향

통계청이 작성한 "2014년 4/4분기 및 연간 온라인쇼핑동향"은 무료 누리집(www.kostat.go.kr)-통계포털시스템을 통해 국민 누구나 이용할 수 있습니다.



Thank you!

